

Holiday Lake 4-H Educational Center, Inc.

Capital Campaign Policies and Office Practices

PAYMENT PERIOD - Payments for capital campaign commitments may be made in the manner that is most convenient for the donor. This may include annually, quarterly or monthly. For the greater benefit of the campaign a five-year commitment period will be encouraged. Payment reminders (except for donors making monthly payments) will be provided three weeks prior to the month the donor indicated payments would be made.

STATEMENT OF INTENT - Since studies have shown that “pledge” is a negative word that causes donors to have reservations, a “Statement of Intent” form will be used. This form reflects the donor’s “intention” to make a gift each year but will not be legally binding except in the case of lead and major gifts with naming opportunities.

PERSONAL COMMITMENT - All volunteers are encouraged to make their own gift before asking others. Failure to set an example makes credibility with prospective donors difficult.

FACE-TO-FACE SOLICITATION - To the extent possible, all donors will be solicited on a face-to-face basis at a location where they are most comfortable. This is usually their home or private office.

WRITTEN PROPOSALS - Prospects for Lead and Major Gifts will receive a written proposal delivered personally by the volunteer solicitor(s).

REQUEST AMOUNT - Prospects will be asked to “consider” giving a specific amount as determined by the Prospect Evaluation Task Force.

NAMING OPPORTUNITIES - Memorial and honorarium gifts are an effective way to increase the amount a donor considers giving. The naming opportunities will be approved in advance by the Campaign Council and the Board of Directors. This will enable everyone involved in the campaign to offer the same naming opportunities.

NON-MONETARY GIFTS - Gifts of real estate, personal property and securities will be accepted. Real estate gifts are subject to an environmental study and must have the approval of the Board of Directors. (See Gift Acceptance Policy)

CAMPAIGN COUNCIL MEETINGS - To maintain momentum, the council will meet twice monthly during the active phase of the campaign. A complimentary meal may be served, a written agenda will be made available to assure wise use of council members’ time, and adjournment will *always* take place no later than one hour after the meeting is called to order.

THANK-YOU NOTES - Thank you notes/letters will be sent *on the same day gifts and Statement of Intent forms are received*. (Studies have shown that the longer the period of

time until the donor received a written acknowledgment, the less effect it has when received.) A prompt thank-you note, especially one that is hand-written, helps to solidify a positive relationship with the donor. Personalized thank you note cards will be provided for campaign leaders.

CONFIDENTIALITY – All information pertaining to prospective donors, the amount they are requested to consider giving, and the amount of their commitment will be treated as highly confidential and shared only on a need-to-know basis.

APPROVED BY THE BOARD OF DIRECTORS
JUNE 15, 2004

Attest: 
Secretary to the Board